



The Electric Fetus, June 9, 2006 – Penny Petersen, photographer

A HISTORY OF THE ELECTRIC FETUS

**2000 FOURTH AVENUE SOUTH
MINNEAPOLIS, MINNESOTA**

**PREPARED FOR
GREATER TWIN CITIES BLUES MUSIC SOCIETY**

**PREPARED BY
PENNY A. PETERSEN AND
CHARLENE K. ROISE
HESS, ROISE AND COMPANY
THE FOSTER HOUSE
100 NORTH FIRST STREET
MINNEAPOLIS, MINNESOTA 55401**

JULY 2006

THE BUILDINGS, THE BUSINESS: A TIMELINE

- 1886 Peter N. Nordberg built a three-story brick building at 512-516 Cedar Avenue South. According to the building permit, it contained stores on the first level and “twenty room flats” above. Nordberg, a painter and decorator, operated a wallpaper store from the storefront at 514 Cedar for many years.¹
- 1890 John Kelly commissioned architect Carl Struck to design a two-story building for him at 521 Cedar Avenue South. Measuring thirty-one feet across the front and eighty feet in depth, it housed two storefronts on the lower level and apartments on the upper floor. Louis B. Asper operated a saloon here during the early 1890s.²
- 1917 A. W. Duncan built a one-story brick building at 2000-2012 Fourth Avenue South, which housed a drugstore.³
- 1930 According to the Minneapolis city directory, the Minnesota Wall Paper Company was in the building at 514 Cedar Avenue South, while the Gronseth and Moe grocery store occupied the building across the street at 521 Cedar. The Caron-Starn Drug Company, Post Office Station No. 11, E. F. Manufacturing Company, Elizabeth Holt Dry Goods, and Glickman’s Grocery were at 2000-2010 Fourth Avenue South.
- 1940 The city directory listed the Minnesota Wall Paper Company at 512-516 Cedar Avenue South. The Horn and Olson Grocery and S. L. Woolbeck Beverages were located at 521 and 521-½ Cedar. Oscar R. Starn Drugs, White Castle System Corporate Office, W. W. Jensen Variety Store, and Glickman’s Market occupied the storefronts at 2000-2010 Fourth Avenue South.
- 1955 According to the city directory, Jensen’s Figurines (Minnesota Plaster Castings) was at 512-516 Cedar Avenue South. The Louis E. Olson grocery store and Lucia E. Grubb tavern were in the building at 521-521-½ Cedar. Starn Drug Store, White Castle System Corporate Office, Rector’s Ben Franklin, and Federated Dry Goods Store were located at 2000-2010 Fourth Avenue South.
- 1966 Jensen’s Photographic Equipment and Supplies was at 514 Cedar Avenue South. All Hours Lock and Key Service, a locksmith, occupied the building at 521

¹ Minneapolis building permit B6157, dated March 12, 1886; and Minnesota State Death Certificate No. 17,661, dated March 5, 1917. Although the permit describes the building as two stories, it has three levels as well as a basement. A drawing of the original trapezoidal footprint on the permit gives the dimensions as seventy feet by forty-eight feet by sixty-nine feet by thirty-one feet. A year earlier, a permit (B3481) had been issued to property owner Mrs. Alice Spinks for a building with a similar footprint at the same address; the building, designed by Long and Kees, was apparently never constructed.

² Minneapolis building permit B22359, dated May 10, 1890. Carl Struck also designed Dania Hall, which formerly stood nearby at the corner of Fifth Street and Cedar Avenue South.

³ Minneapolis building permit B126713, dated April 4, 1917. The building is described as one-hundred-fifty feet long, sixty feet deep, and seventeen feet high. The contractors are Johnson and Johnson; no architect is listed.

Cedar. Meanwhile, the building at 2000 Fourth Avenue South was home to DPA Inc. Data, Libby Electric Company, a hardware store, and a Salvation Army Red Shield Store.

1968 Ron Korsh, a student in the architecture school at the University of Minnesota, was unhappy with a studio project assigned to him. He decided to quit school and look for a money-making enterprise. He noticed a storefront for rent at 521 Cedar Avenue South. “At that point,” he recalls, “I was already thinking about opening a store of some sort. Perhaps a record store as I had an interest in music.” The space rented for about \$18 per month.⁴

Electric Fetus co-founder Dan Foley remembers the beginning somewhat differently. Foley, like Korsh, was enrolled at the university at the time. They were up late one night listening to the new music coming from San Francisco and London. Korsh asked, “Why not open a record shop?” Although neither had any experience in running a store, they decided to do it. Foley used his student loan money, less than \$5,000, as start-up capital for the store. Foley never completed his degree in child psychology. He says his education got “sidetracked by the times.”⁵

Both Foley and Korsh remember trying to purchase inventory in Minneapolis, but none of the wholesale record dealers wanted to do business with them, possibly because of their long hair and general “hippie” appearance. Korsh recalls approaching the owner of Musicland, Amos Heilicher, figuring “I am Jewish and he is Jewish, so maybe he will give me a good deal.” Heilicher offered Korsh a wholesale price of \$3.89 per record, claiming he could retail the albums at \$3.99 and “make a dime on each one.” Korsh, however, wanted to sell the albums for \$3.39, so Heilicher’s price was too high.⁶

⁴ Ronald J. Korsh, interview by Penny Petersen, April 16, 2006.

⁵ Daniel J. Foley, telephone interview by Penny Petersen, March 22, 2006. Korsh’s estimate of the store’s start-up costs was similar, “maybe a couple thousand bucks.”

⁶ Korsh, interview. Amos Heilicher and his brother Daniel started in the music business in the 1940s, supplying jukeboxes to beer parlors around the United States. Soon, the Heilichers became distributors for Mercury Records. In 1957, they founded Soma Records (Amos spelled backwards) after purchasing a local independent studio, Swedien Recording. Soma produced its first national hit in 1960 when the group The Fendermen recorded Jimmie Rodgers’s “Mule Skinner Blues.” Even greater notoriety was soon to come. According to reporter Jon Dolan, “In 1961 Soma hired a freelance producer to clean up a ‘horrible sounding’ record, called ‘Surfin’ Bird,’ by new signees the Trashmen. He must have done a pretty lousy job; today, despite decades of punk and metal bombast, “Surfin’ Bird” still sounds as raw as any pre-Stooges rock-n-roll. Drummer Steve Wahrer turns what should be an invitation to enjoy a new dance into an idiot’s edict, bellowing “*Bird! Bird! Bird is the word!*,” like a cross between Wolfman Jack and Benito Mussolini.” (Jon Dolan, “Surf’s Up, Ole!” (*Minneapolis*) *City Pages*, October 14, 1998) Writer Jon Bream called Amos Heilicher the “godfather of the Twin City record business.” Heilicher showed Bream a “handwritten note from his then-partner in a Minneapolis recording studio and a record-pressing plant, Vern Bank: ‘The Bird’ is the worst I’ve ever heard. Must be a hit. Call me if you’re interested. Vern.” Heilicher did not listen to the recording, but after record shops were inundated with requests for the song, he decided to distribute “Surfin Bird.” Bream continued: “Founder of the Musicland chain and one of the most influential U.S. record distributors in the ‘60s and ‘70s, Heilicher touted the single to his distributor friends around the country: ‘I said, “It’s the worst record in the world, but we’ve got a hit in Minneapolis.

Foley and Korsh then went to Chicago and were happy to find a wholesale record distributor, Gallianos, “who will do business with anybody,” according to Foley. Korsh recalls that Galliano’s price for wholesale record albums was \$2.00 to \$2.50, which allowed the Electric Fetus to sell them for as little as \$3.39. The store’s early advertisements claimed it had the lowest record prices in town. On the same trip to Chicago, Foley and Korsh found a wholesale dealer in smoking paraphernalia, Head Imports, located on Lincoln Avenue in Old Town. The owner advised them that they probably would not make much money selling records, but “you can pay your rent selling paraphernalia.” He let Foley and Korsh take their first order of pipes, bongos, cigarette papers, and pipe screens on credit; they later mailed him a check for the full amount.⁷

Foley and Korsh credit each other with the store’s name, which was inspired by a retailer in New York, the Electric Lotus. They liked that name, but needed an identity of their own. They started brainstorming with the word “electric,” and one of them paired it with “fetus.” The combination could have been inspired by a popular Robert Crumb cartoon of a curled-up man plugged into an electrical socket that often appeared in the underground *Zap Comics*. The name offended some. On early radio advertisements, the announcer would not pronounce the second word, saying only “Electric” followed by a bleep. In time, radio stations got more comfortable with the name.⁸

The Electric Fetus opened on June 10 at 521 Cedar Avenue South, a storefront formerly occupied by the All Hours Lock and Key Service. Foley recalls that the store started with \$254 worth of merchandise. At first, it was one of the few record stores in Minneapolis to stock psychedelic rock music, which was the only genre they carried—“No sugar, such as the Bee Gees,” Korsh said.⁹ In addition to selling records and paraphernalia on the first floor, the Fetus had a wholesale record and tapestry business in the basement. About the same time that the Electric Fetus opened, Stone Age Industries Boutique moved into the neighboring storefront (521-1/2 Cedar Avenue South). The boutique offered a variety of handmade items such as clothing, jewelry, and leather goods.¹⁰

Korsh and a woman friend, Pat Colby, were in charge of the Fetus’s decor. With little inventory at first, they tried to make the store appear fuller than it was. They hung strips of reflective Mylar on the walls and covered the ceiling of a rear room with black plastic, shining “black” (ultraviolet) lights on posters on the walls. Korsh made glass globes holding flashing Christmas lights, an idea he had seen at

See what you can do,” he recalled this week. It became a hit nation wide, peaking at No. 4 on Billboard in 1964. ‘I laugh every time I hear it,’ Heilicher said with a chuckle. ‘It’s that bad.’” (Jon Bream, “Heilicher’s Hit ‘Surfin’ Bird’ Catches Another Wave on CD,” *Minneapolis Star Tribune*, October 16, 1998).

⁷ Foley and Korsh, interviews.

⁸ Ibid.

⁹ Ibid.

¹⁰ Based on city directories, the key shop was last in business in 1966. Apparently, the space sat vacant during 1967 and part of 1968.

a similar store in New York City, and the globes sold out as quickly as he could make them. Within three or four months, Korsh and Foley are successful enough to hire employees to help with the store.¹¹

Perhaps the earliest notice of the store's opening appeared in the counterculture publication *Raisin Bread*, which reported that the Fetus "offers records, posters, jewelry, lites [*sic*], newspapers, experience. And experience is what this shop is. When you when it you enter it[,] you enter a milleau [*sic*] of flashing lights and music with everything reflected off Mylar-covered walls." The article added: "All the effects used in the store can be purchased and they carry everything in psychedelics from candles to color organs, with the latest rock albums at the lowest prices in the Twin Cities." Foley told the reporter that although the Fetus only had rock records, they planned to expand into rhythm and blues and other types of music.¹²

The distinctive Electric Fetus advertisements appeared mainly in the *Minnesota Daily* and alternative publications, such as the *Free Press*. Most of them had a "homemade" quality, often contained references to topical events, and were produced by Korsh, Foley, or Colby. One advertisement queried, "Will the Fetus Eat Us? No! We'll let the records, lights, pipes, incense, and posters do that." Another ad featured thick-lettered words that appeared to billow like smoke out of a peace symbol, announcing that the store was "open every nite 'til 10."¹³

- 1969 In February, Foley and Korsh faced misdemeanor indecent conduct charges in municipal court over a poster in the store's window depicting a nude couple resembling President Richard Nixon and his wife, Pat. Minneapolis police officer Edwin Gunderson visited the store on February 10 in response to a citizen complaint about "a poster." He questioned Foley, who asked: "Which poster? There are many in the window." Gunderson responded, "The nude one depicting the President," and demanded that the poster be removed "because he found it offensive." When Korsh refused, Gunderson tore down the poster. Korsh says they learned of the charges against them from an article in the newspaper a few days later, and began a counterattack. Since Gunderson had seized the poster without showing a search warrant, Foley and Korsh planned to consult a lawyer about the "theft." In an interview with the *Minneapolis Tribune*, Foley said: "What upsets me is, I don't see where he gets the authority to walk into a store and tear something out of the window and walk out with it. . . . Shades of the Gestapo, as far as I'm concerned." Gunderson countered, "All he had to do is take it out of the window, if he wants to sell filth and garbage to his weird customers, I guess it's his business until a court rules otherwise." When Korsh and Foley

¹¹ Korsh and Foley, interviews.

¹² Korsh and Foley, interviews; and "The Fetus is Born," (*Minneapolis*) *Raisin Bread*, [1968].

¹³ Advertisements, *Minneapolis Free Press*, September 13-19, 1968; and *Minnesota Daily*, September 25, 1968.

appeared in court, the charges were dropped. They ordered a thousand more posters and sold all of them.¹⁴

Less than a year after founding the Electric Fetus, Korsh became bored with the business when he realized that the “biggest thrill of a retailer is ordering and then reordering inventory on a regular basis.” To find someone to buy his share of the store, he advertised in the classified section of the *Minneapolis Star* and *Minneapolis Tribune*, but this was apparently not how Keith Covart learned of the opportunity. Korsh recalls that Covart, who was then working as a claims adjuster for the Metropolitan Transit Commission, walked into the store one day and offered to buy his share with another investor, Roger Emslie. Covart’s only experience with retail was delivering packages for Macy’s while living in New York City. He had gone to New York to work on cruise ships; he “wanted to be a cabin boy, collecting tips and traveling around the world.” Korsh credits Covart, despite his unpromising background, for making the store the success it is today. After Korsh left the Electric Fetus, he resumed his architecture studies at the university.¹⁵

By October, the Electric Fetus had moved across the street to larger quarters at 514 Cedar Avenue South, celebrating the new location with a grand opening party featuring live music by “Catfish.” Over the year, advertisements for the store often featured variations of the curled-up man/fetus attached to an electric socket inspired by the Robert Crumb cartoon, as well as other references to popular culture, such as the oft-quoted words of Timothy Leary: “Tune in, Turn On, Drop Out.” Occasionally, an advertisement referred to an earlier one and jokingly acknowledged the store’s proximity to the university. A March 26 advertisement, for example, advised that “Zap Comics are required reading on the West Bank.” Two days later, another ad informed readers that the “final exam on Zap Comics [will be held] Saturday nite at 10 p.m.”¹⁶

Both Covart and Foley’s favorite story involved a night when the front door of the store was accidentally left unlocked. When they arrived the next morning, some people were asleep in the store’s aisles. The cash register was untouched and nothing was damaged. A few items were missing, but whoever took the merchandise left money on the counter to cover the cost. One of the people inside

¹⁴ Korsh, interview; David Jordan, “Policeman Seizes Nude ‘Nixon’ Poster,” *Minneapolis Tribune*, February 11, 1969; and “Two Face Charge for Nude Poster,” *Minneapolis Star*, February 14, 1969. Korsh and Foley sold the “Nude Nixons” poster for one dollar. The poster was a take-off of the 1968 album cover for *Unfinished Music No. 1: Two Virgins*, which featured a portrait of John Lennon and Yoko Ono in the nude.

¹⁵ Korsh and Foley, interviews; and Keith Covart, telephone interview by Penny Petersen, April 24, 2006. Covart maintains that he did not respond to Korsh’s classified advertisements, but was already acquainted with both Foley and Korsh before he and Emslie bought into the store. Emslie took charge of the artwork for the store, but sold his interest a few years later and moved to Colorado.

¹⁶ Advertisements, *Minnesota Daily*, October 1, March 26 and 28, 1969. By 1969, the advertisements indicate that the Fetus offered more than just psychedelic rock. Artists such as Taj Mahal, Buffalo Springfield, John Mayall, the Beatles, and Doctor John are represented.

the store asked Covart: “How come you are open, but no one is here?” Both Foley and Covart think this humorous incident illustrates the best qualities of the era, where the ideals of love, peace, and brotherhood were often touted. Foley is quick to point out, though, that the store was burglarized several times and had problems with shoplifting. He and his partners were not very astute business people, he notes, and “probably we had more money and merchandise stolen by customers and dishonest employees, than we ever collected for ourselves.” Still, in its first year, the store grossed over a million dollars.¹⁷

- 1970 In April, a United States flag with a peace symbol in the field ordinarily occupied by fifty white stars went on display in the Electric Fetus window, resulting in Covart’s arrest by plainclothes officers. In an interview with the *Minnesota Daily*, Covart said that he believed the charges were “wrong”: “‘They said it was an American flag. It never was an American flag,’ Cobart [Covart] said. He said it was sent to him from a foreign country but that he could not remember from where.” When the trial began a few weeks later, Covart was represented by public defender Kermit Gill, who pointed out several examples of American flags with alterations, such as a nautical flag with thirteen stars and a Veterans of Foreign Wars pin with six stars and seven stripes. In June, the judge found Covart not guilty because the object in the window did not meet the state statute’s definition of a flag.¹⁸

Advertisements for the Electric Fetus continued to feature a variety of themes, ranging from comic book superheroes touting “incredible fantastic amazing wow!!!” merchandise to an elongated figure of Uncle Sam dressed in bell-bottom pants and topped with a peace symbol. The latter advertisement did not highlight specific merchandise, noting only the store’s address and the phrase “Electric Fetus for Electric People.” Another advertisement run during a student strike over the Vietnam War featured a caricature of Richard Nixon and offered a ten percent discount to shoppers wearing the red armband adopted by the strikers.¹⁹

- 1971 In November, Dan Foley decided to take some time off from the store and traveled to South America. A few months later, Covart joined him there, leaving their employees in charge of the store.²⁰
- 1972 The distinctive “Sergeant Pepper Band” mural on the south wall of 514 Cedar Avenue was painted this year. Four colorfully dressed figures holding musical instruments appear to be marching toward Cedar Avenue. Above the figures is a

¹⁷ Foley and Covart, interviews. In Foley’s version, he and Korsh discovered the unlocked store.

¹⁸ Steve Brandt, “Fetus Co-Owner Arrested for Displaying U.S. Flag Altered with Peace Symbol,” *Minnesota Daily*, April 17, 1970; “Judge Orders Briefs Filed in Flag Case,” *Minneapolis Star*, April 22, 1970; Dave Nimmer, “Judge: Display Isn’t Flag,” *Minneapolis Star*, June 4, 1970; and “Man Not Guilty on Flag Case,” *Minneapolis Tribune*, June 5, 1970.

¹⁹ Advertisements, *Minnesota Daily*, May 1, 5, and 8, 1970.

²⁰ Foley, interview.

sign reading “Minnesota Micro Systems” and a drawing of a pine tree. All the painting was done by a group of volunteers.²¹

Late in March, the Electric Fetus held a “naked sale,” offering a free record album and pipe to each completely naked customer. About fifty people took advantage of the offer, which was advertised only by a small sign within the store. The *Minnesota Daily* covered the story, including a photograph of some of the participants. “One worker explained, ‘We had ’em take ’em off in the clothes room, and walk through the store. They walked around the record room and picked out their record, then came into the import room and got their pipes.’” The sale was the idea of the employees; Foley and Covart, who were still out of the country, learned about it later. At about this time, the Fetus lost its lease at 521 Cedar. Although rumors blamed this on the naked sale, the landlord had announced the lease would not be renewed before the sale occurred.²²

Covart says he had trouble finding new quarters for the store. Some landlords agreed to rent to him, then change their minds. A storefront at 2010 Fourth Avenue South was finally secured, and the Electric Fetus moved there in June. The landlord of the building, which also held a hardware store, said he received a bomb threat after signing a lease with Covart, but decided to go ahead with the deal.

Advertisements for the Fetus continued in their own eclectic style. One in May announced that the new address would be revealed soon, and had drawings of a man smoking a pipe, a female face flanked by stylized wings, and a line drawing apparently depicting the Mogul emperor Shah Jahan. A few weeks later, an advertisement announced the new address and offered “records and stuff to make you lightheaded!” This time the central figure, sans head, is drawn in the style of R. Crumb. The artist, “M. Slater,” signed his or her name in the lower right corner.²³

On October 30, the Electric Fetus files articles of incorporation with the Minnesota Secretary of State.²⁴

1976 The store attracted low-income artists who offered to trade artwork for records and other merchandise. An itinerant artist who called himself “Steamboat” designed a decal depicting a grinning bird with a joint in its mouth. The caption below read “No Tern Left Unstoned.” The decal proved to be very popular.²⁵

²¹ Covart, interview.

²² “Naked Fetus,” *Minnesota Daily*, March 31, 1972; Foley and Covart, interviews. The *Daily* account mentions another naked sale that had taken place about eighteen months earlier, but neither Foley nor Covart recall that sale.

²³ Advertisements, *Minnesota Daily*, May 5 and 19, 1972. Shah Jahan (1592-1666), a patron of the arts, is best known as the builder of the Taj Mahal.

²⁴ Filing No. 2E-599, Minnesota Secretary of State website (<http://da.sos.state.mn.us/minnesota>).

²⁵ Foley, interview.

- 1978 Foley sold his share of the Electric Fetus to Covart, who became the sole owner. The store celebrated its tenth anniversary by giving away free T-shirts with Electric Fetus logos. The print advertisement featured the name “Electric Fetus” plugged into an electrical socket, a vague reference to earlier advertisements.²⁶
- 1983 The Electric Fetus celebrated its fifteenth anniversary in June with a big sale, and gave away free caps with any purchase. The advertisement for this event was decorated simply with cattails and musical symbols, such as a treble clef and notes.²⁷
- 1987 In September, Covart opened two new Electric Fetus stores, one in Duluth at 12 East Superior Street and another in Saint Cloud at 28 Fifth Avenue South.²⁸
- 1988 In June, the Electric Fetus celebrated its twentieth year in business with a sale. In addition to music, the store offered sunglasses, jewelry, and clothing.²⁹
- 1993 The Electric Fetus marked its twenty-fifth anniversary with a big sale and another T-shirt giveaway. A logo featured a cattail motif and a bird with the caption “No Tern Is Left Unstoned” above.³⁰
- 1994 Covart bought the building at 2000-2010 Fourth Avenue South. By this time, the Fetus occupied the entire building.
- 1998 The Electric Fetus celebrated its thirtieth birthday. As part of the celebration, the staff compiled a commemorative two-disk CD with music from the past thirty years by such artists as Greg Brown, Spider John Koerner, Gear Daddies, Santana, The Band, Janis Joplin, Miles Davis, and Aretha Franklin. The cover of the CD featured a photograph of the original store at 521 Cedar Avenue South. The CD and Electric Fetus T-shirts were given away to customers.

One newspaper story called it the most complete record store in Minnesota, “offering everything from reggae to reissues of old jazz and blues discs to the hottest rock, country and R&B hits.” The same article related a few of the strange events that had occurred at the Fetus over the past thirty years. “Nowadays, musicians often perform in the Fetus and at other record stores. Twenty years ago, artists promoted their music in different ways. Longtime Fetus retail manager Steve Pearson said when poetic rocker Patti Smith came to the store to autograph copies of her 1978 ‘Easter’ album, she was ‘probably chemically dependent, and there were lots of things she wasn’t going to do until she got her chemicals.’ He said she then signed albums and that night put on a great concert.” Another

²⁶ Advertisement, *Twin Cities Reader*, June 16, 1978.

²⁷ Advertisement, *Twin Cities Reader*, June 15, 1983.

²⁸ Covart, interview. *The Chord*, April 2000, reports that the Saint Cloud Electric Fetus store opened December 16, 1987.

²⁹ Advertisement, *Twin Cities Reader*, June 8, 1988.

³⁰ Advertisement, *Twin Cities Reader*, June 15, 1993.

former Fetus employee, Minneapolis music critic Tom Surowicz, reminisced about a promotion for folksinger David Bromberg's 1978 album *Bandit in a Bathing Suit*. Anyone who showed up in a bathing suit could win records or cash. "'There was a big hairy guy in a bikini. He was the winner,' Surowicz said. 'A St. Bernard in a bikini came in second.'"³¹

Covart recalls that Minneapolis musician Dave Ray performed at both the Cedar Avenue and Fourth Avenue locations. He also helped to remodel the current store. Covart named a few other musicians who appeared at the Fetus over the years: Mason Jennings, Elvis Costello, John Entwistle of the Who, the Radiators, the Indigo Girls, Billy Bragg, and Loudon Wainwright III. A logo featuring the globe, a cattail motif, and Greek key trim announced: "The Electric Fetus, 30 Years of Service, 1968-1998."³²

- 1999 In December, the Electric Fetus began publishing *The Chord*, a quarterly newsletter for customers.
- 2000 *The Chord* ran a long article on Blue Note Records, a jazz label in business since 1939. The Electric Fetus's jazz collection featured the entire Blue Note catalog.³³
- 2005 The Duluth store's remodeling included new windows and new outdoor signs. Erected by the Knights of Columbus, the building had originally had a vaudeville theater on the main floor. A ballroom on the second floor had been converted into office space.³⁴
- 2006 The Electric Fetus turned thirty-eight.

³¹ Jon Bream, "Electric Fetus is Now 30, but It Can Be Trusted," *Minneapolis Star Tribune*, June 9, 1998.

³² Covart, interview; and advertisements, (*Minneapolis*) *City Pages*, June 10, 1998.

³³ Jon Rodine, "The Finest in Jazz since 1939," *The Chord*, April 2000.

³⁴ John Kulstad, "Duluth Remodeling Completed," *The Chord*, June 2005.

ILLUSTRATIONS



Electric Fetus at 521 Cedar Avenue South, 1968
Electric Fetus photograph



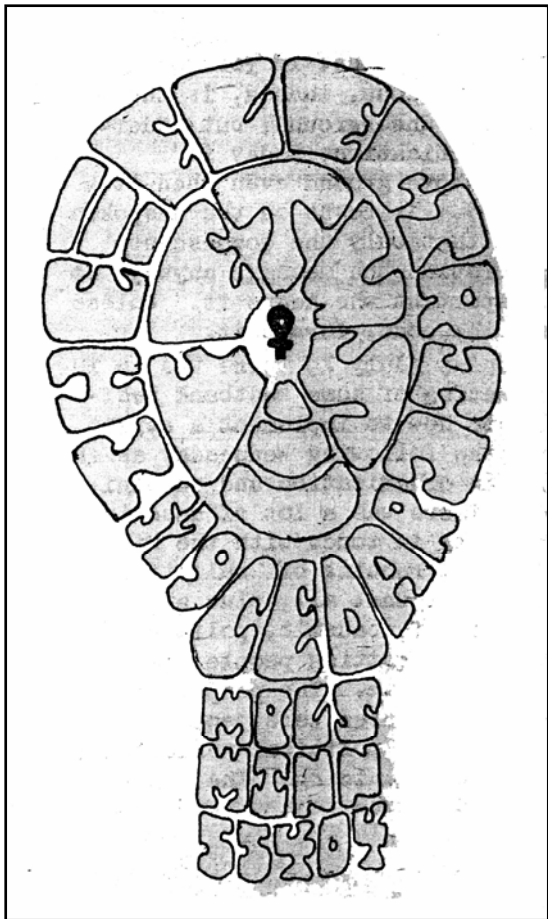
521 Cedar Avenue South, 2006
Penny Petersen, photographer



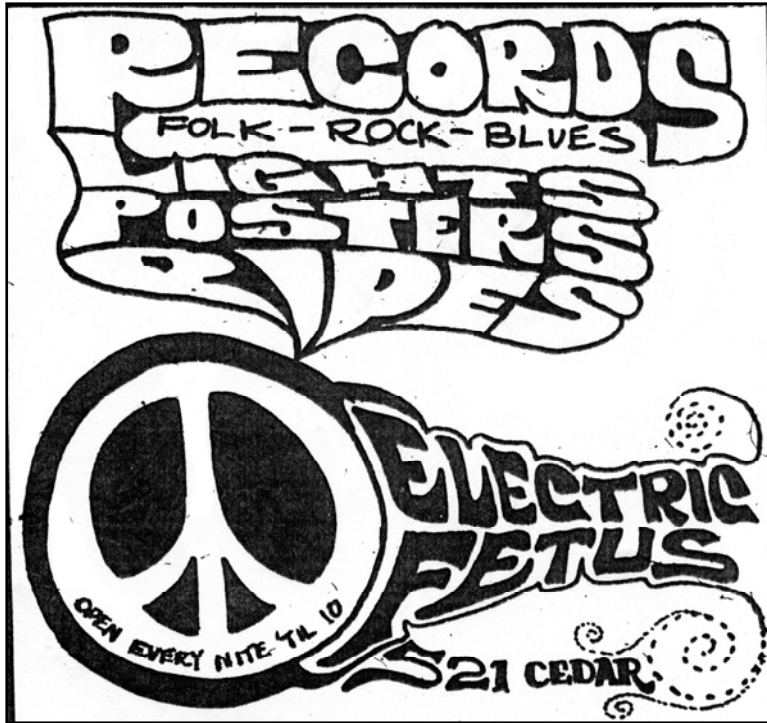
Advertisement, about 1968
Pat Colby, artist
Ron Korsh Collection

will The FETUS
 EAT US? **NO!**
 we'll let
 The
 RECORDS, LIGHTS, PIES,
 INCENSE, and Posters
 do that. ELECTRIC FETUS
 521 CEDAR

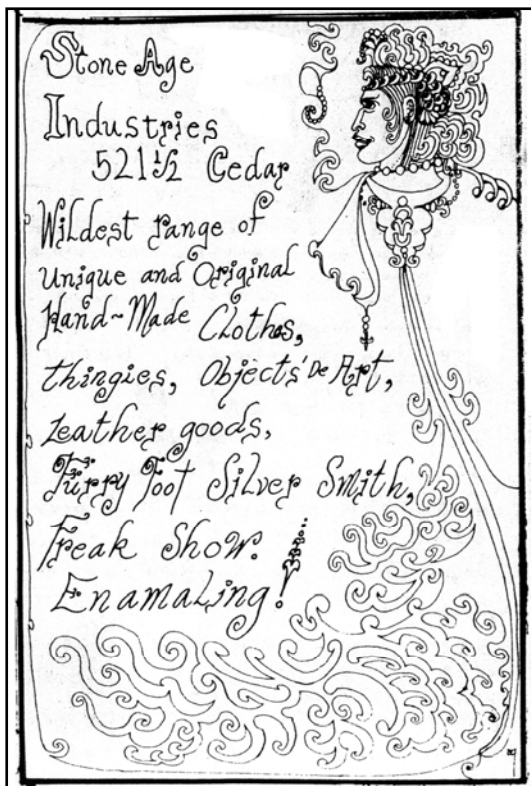
Advertisement, *Minneapolis Free Press*,
 September 13-19, 1968
 Ron Korsh Collection



Advertisement for the Electric Fetus from
 (*Minneapolis*) *Raisin Bread*, 1968
 Ron Korsh Collection



Advertisement, *Minnesota Daily*, September 25, 1968



Advertisement, *Minneapolis Free Press*, September 13-19, 1968
Ron Korsh Collection



Poster of the “Nude Nixons,” about 1969
Ron Korsh Collection

ELECTRIC FETUS says



TURN

N

4.98 list price
albums are only

3.39

zap comics are
required reading
on the west bank

5.98 list price
albums are only

3.98

521 Cedar • West Bank

Advertisement, *Minnesota Daily*,
March 26, 1969

Electric Fetus



TUNE IN

4.98 list price
albums are only

3.39

final exam on zap
comics Saturday
nite at 10 p.m.

5.98 list price
albums are only

3.98

we support liberation

Open Monday-Saturday 12-10 p.m.
Sundays 12-6 p.m. (hopefully)

521 Cedar • West Bank

Advertisement, *Minnesota Daily*, March 28,
1969

ELECTRIC FETUS 521 Cedar West Bank

LATEST SOUNDS FROM ENGLAND

10 Years After—Stonehenge— 3.39	John Mayall— 3.39
Creams—Goodbye— 3.99	Two Virgins— 3.99
Wonderwall—George Harrison— 3.39	Yellow Submarine— 3.99
Fleetwood Mac—second album— 3.39	

OTHER NEW ALBUMS

Buffalo Springfield— 3.39
Doctor John—Babylon— 3.39
Iron Butterfly— 3.39
Taj Mahal— 3.39
Richie Havens—1983 double album— 5.49




Coming Soon—New Moby Grape
and the New Birds!

Tickets on sale for Spirit and Mother Earth February 16
at the Labor Temple. Lights by Community News.

Advertisement, *Minnesota Daily*, February 12, 1969

LIVE MUSIC BY CATFISH

GRATE OPENING



THE SAME GREAT STORE AT A NEW LOCATION
RECORDS • POSTERS • DAN FOLEY • PAPERS • ETC.

ELECTRIC FETUS
NOW AT 514 CEDAR AVENUE.

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Advertisement, *Minnesota Daily*, October 1, 1969



The Electric Fetus at 514 Cedar Avenue South, 1972
Eugene Debs Becker, photographer
Minnesota Historical Society



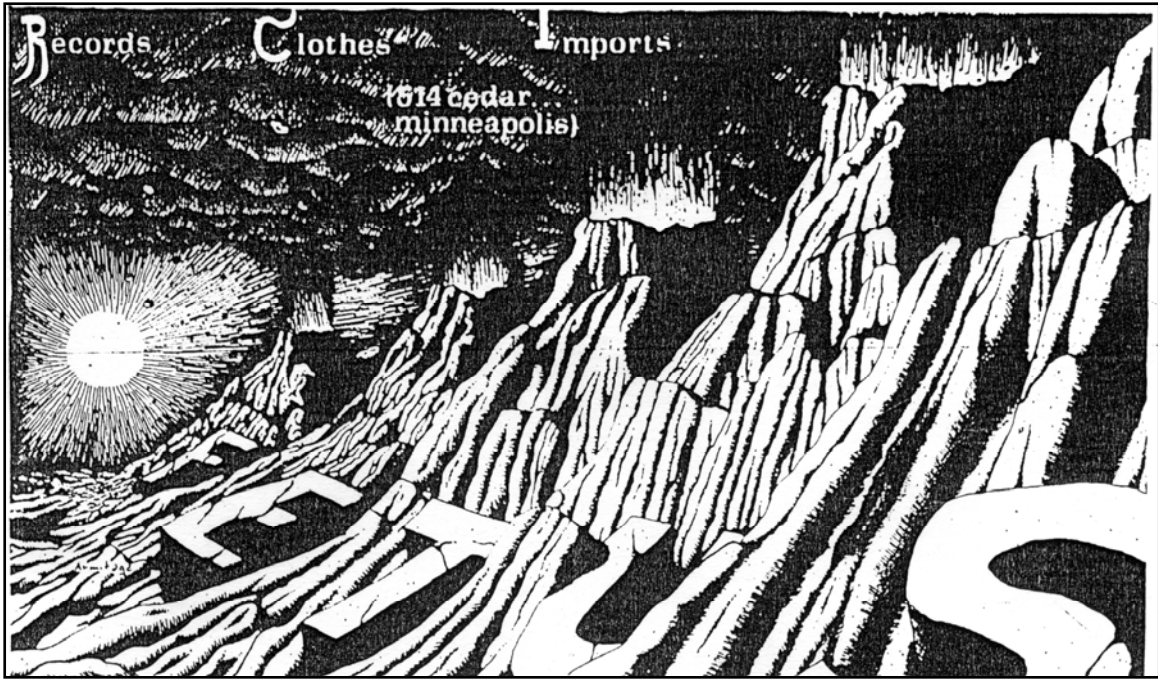
Storefront of the Electric Fetus at 514 Cedar Avenue South, 1972
Eugene Debs Becker, photographer
Minnesota Historical Society



The building at 521 Cedar Avenue South, 2006
Penny Petersen, photographer



“Sergeant Pepper” mural on the building at 521 Cedar Avenue South, 2006.
Penny Petersen, photographer



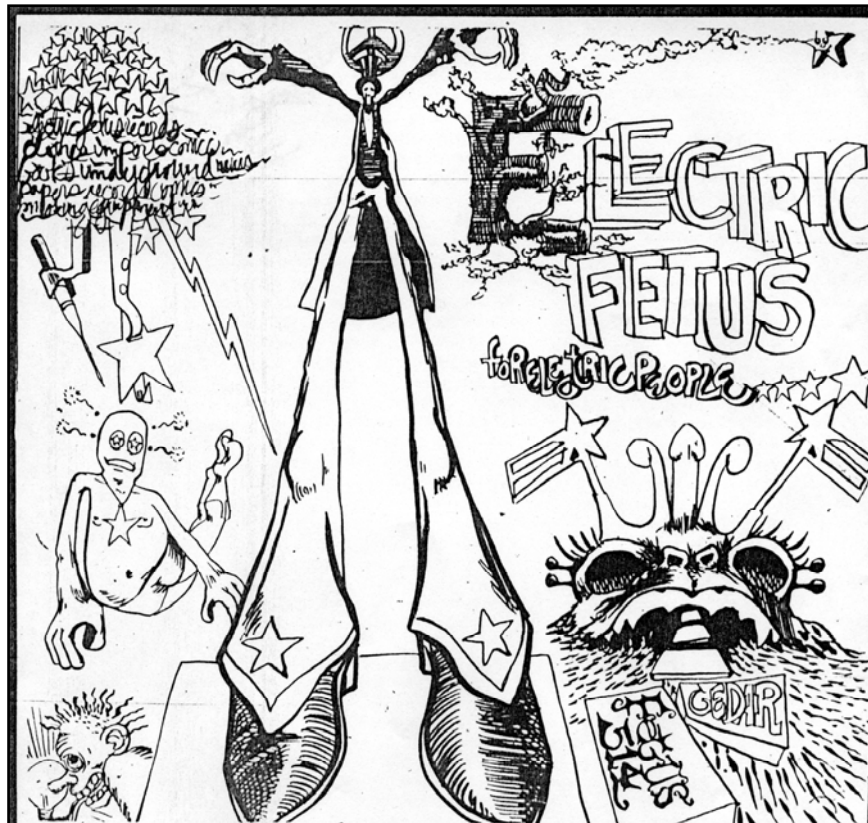
Advertisement, *Random Magazine* (publication of the *Minnesota Daily*), April 1970



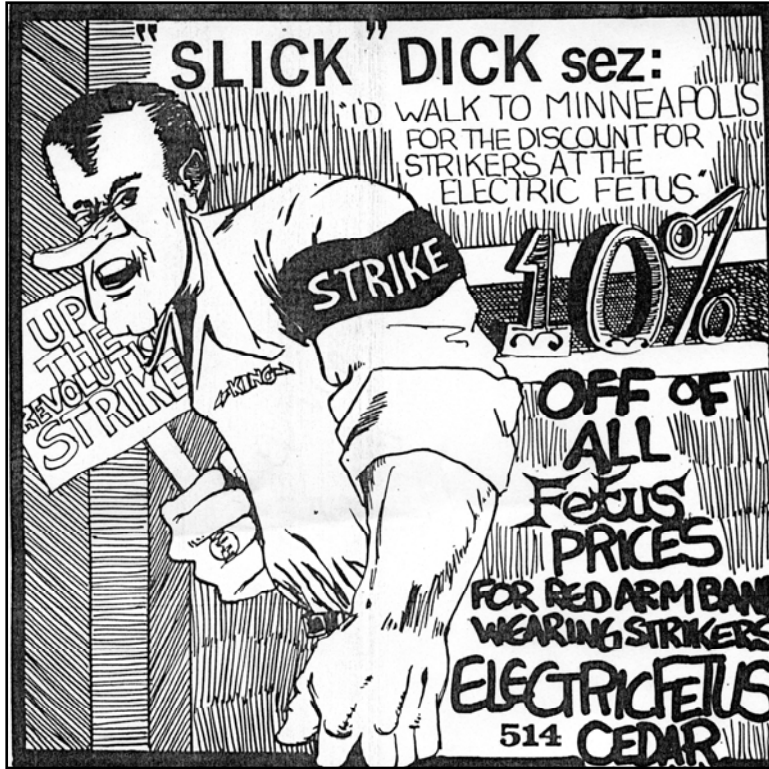
Advertisement, (*Minneapolis*) *Hundred Flowers*, May 8, 1970



Advertisement, *Minnesota Daily*, May 1, 1970



Advertisement, *Minnesota Daily* May 5, 1970



Advertisement, *Minnesota Daily*, May 8, 1972

The Electric Fetus still has the lowest Record prices in the Midwest




<u>List:</u>	<u>Fetus:</u>
5.98 At	3.46
4.98 At	2.93

Also: Imports - Clothes
Smoking Supplies

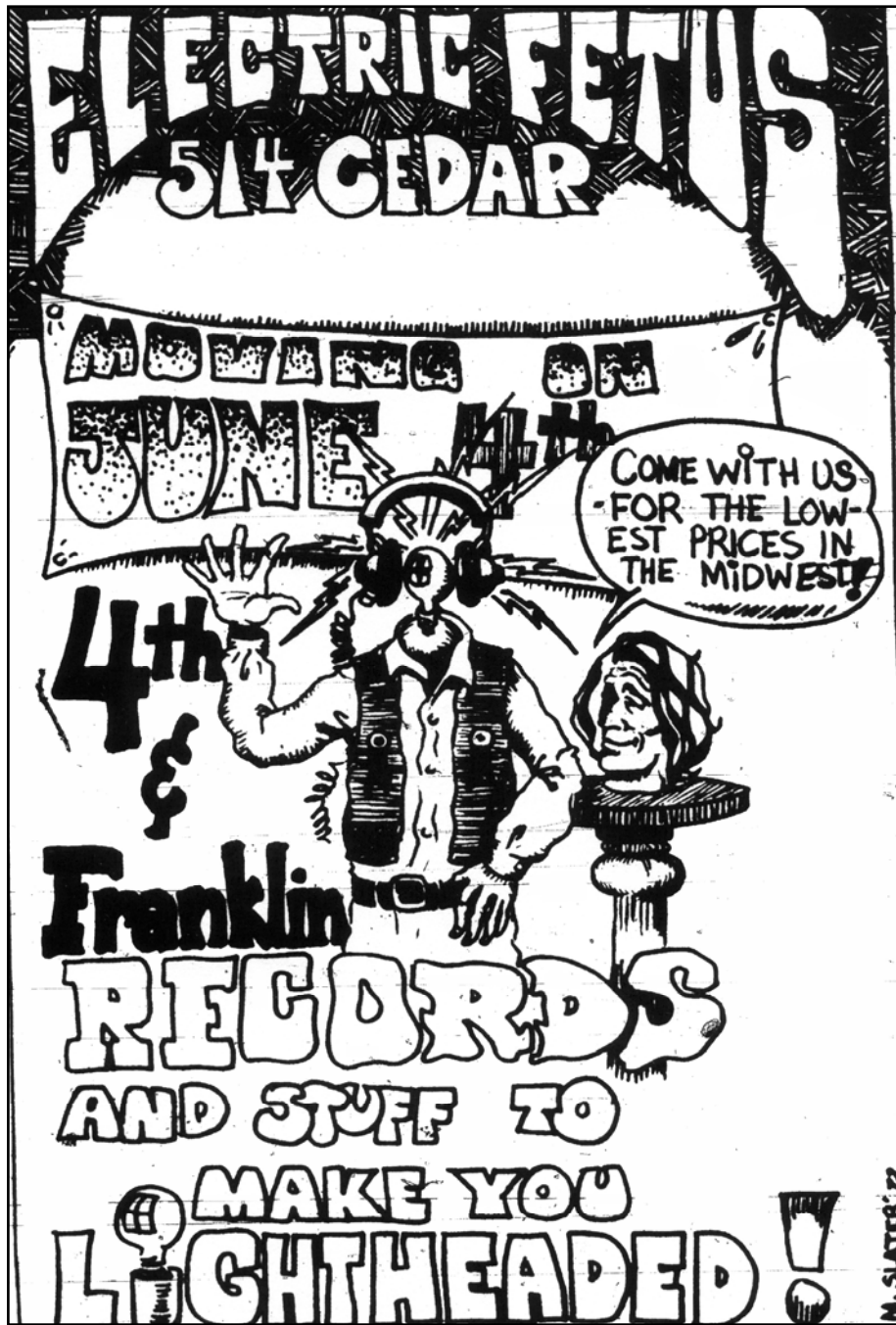
ELECTRIC FETUS

514 Cedar - will ANNOUNCE OUR NEW ADDRESS SOON


Hand Woven Wool Shawls from Ecuador \$9.00 Tapestries Now \$6.00

Advertisement, *Minnesota Daily*, May 5, 1972



Advertisement, *Minnesota Daily*, May 19, 1972



15th Anniversary
JUNE 1983

STOREWIDE SALE


Cards ● Desk Accessories ● Posters ● Tobacco
 Pipes ● Cigarette Cases ● Lighters ● Shoes
 Jackets ● T-Shirts ● Buttons ● Rings ● Earrings
 Boxes ● Picture Frames ● Dishes

Great Gifts for Dad!!!



Free 15th Anniversary caps with purchase while they last.
 Sale ends Sunday, June 19th
 Don't Miss It.

5 minutes
from Downtown

M-F 10:30-9
Sat. 11-6
Sun. 12-5



FREE
PARKING

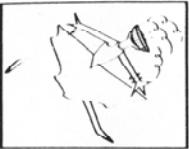
2010 4th AVENUE SO. MINNEAPOLIS, MN 870-9300

Advertisement, *Twin Cities Reader*, June 15, 1983

J U N E

Nothing like you've ever experienced before!

Anniversary Sale



A Unique Variety of Items

Jewelry
Earrings, rings, necklaces, crystal pendants, ankle bracelets

Sunglasses
Many popular varieties for biking, strolling, driving, playing, groovin' and strummin'

Hats!
Black, white, Panama, straw, bleached caps & black leather tams

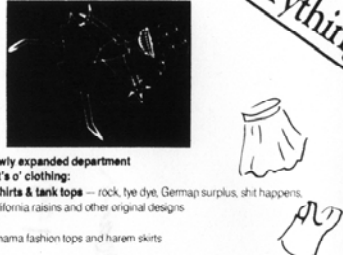
J U N E

20 YEARS

of **THE ELECTRIC fetus** **MUSIC**

1 9 8 8

20% Off Everything



Newly expanded department
Lot's o' clothing:
T-shirts & tank tops — rock, tie dye, German surplus, shit happens, California rains and other original designs

Panama fashion tops and harem skirts

Indonesian patch jackets, minis, pants, blouses — 100% cotton


Dove **Kung Fu** slippers in black or white in all sizes

Formal **gloves** in lace, cotton or spandex

Fingerless leather and mesh driving gloves

just for you!

Special Gifts



Great Stuff for graduat...s, birthdays, weddings, and you

Affordable **toys** for home, travel & outside play: airplanes, puzzles, tops, jumprobes, sidewalk chalk, etc...

Statuettes & Dolls of all shapes and sizes



Assorted **decals**: Stussy stickers, The Dead, Harley & more

Postcards — Humorous and nostalgic

Sale Starts June 15th and Ends June 20th

870-9300 Hours: M-F 10-9 Sat 10-7 Sun 12-5

2010 - 4th Avenue South

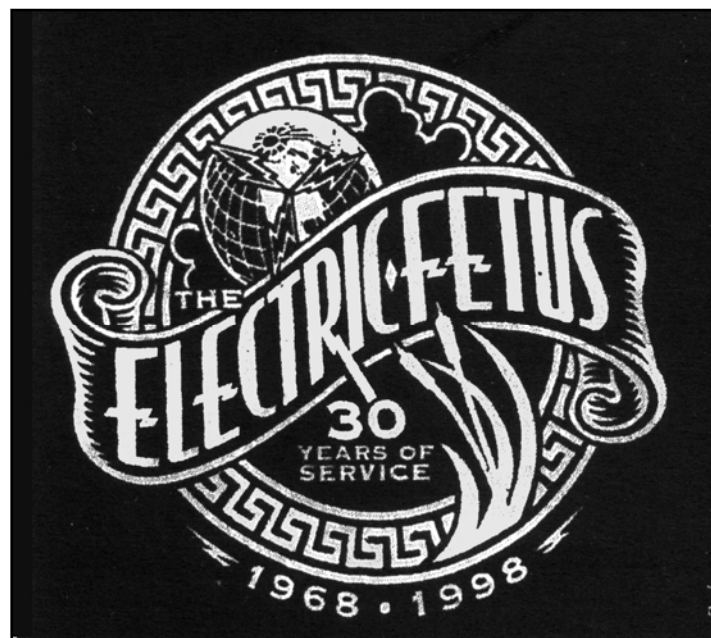

Free Parking

1 9 8 8

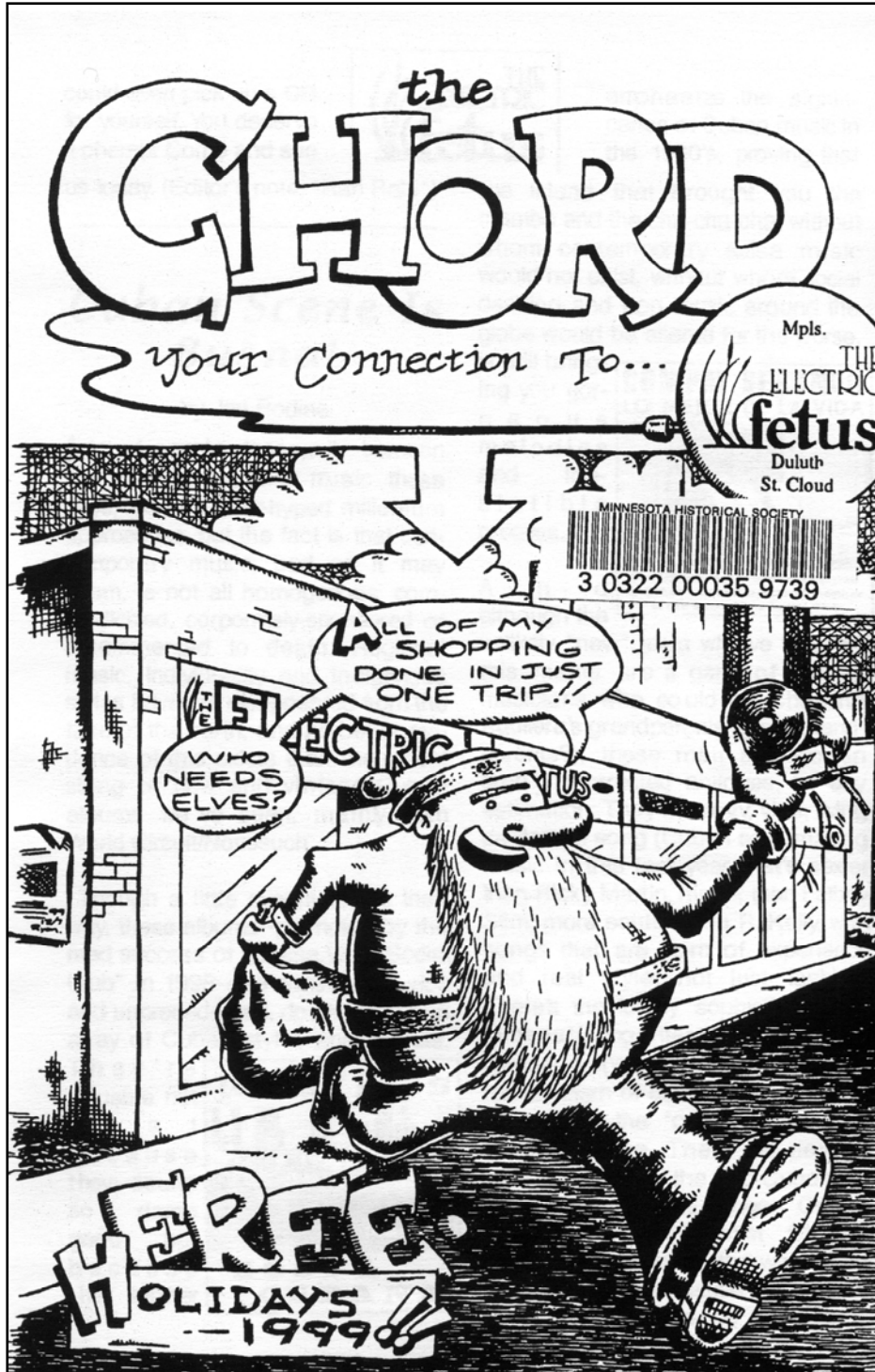
Advertisement, *Twin Cities Reader*, June 8, 1988



Advertisement, *Twin Cities Reader*, June 15, 1993



Advertisement, (*Minneapolis*) *City Pages*, June 10, 1998



Cover of the first issue of *The Chord*, 1999
Minnesota Historical Society



Electric Fetus, looking toward southwest, June 9, 2006
Penny Petersen, photographer



Electric Fetus, looking toward northwest, June 9, 2006
Penny Petersen, photographer